



## Field Report „Working with regional coastal tourism stakeholders bringing closer climate change adaptation“

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### 1 Background

EUCC – The Coastal Union Germany is a non profit organization and is committed to further the sustainable development of the coastal zone and the sea and fosters the exchange of information among stakeholders. Within the climate adaptation projects BaltCICA (INTERREG IVB, 2009-2012) and Radost (BMBF, 2009-2014) regional stakeholders of the coastal tourism in the two federal states Schleswig-Holstein and Mecklenburg-Western Pomerania are addressed. Beside a preceding sensitization of the tourism stakeholders concerning climate change impacts for the German Baltic coast adequate adaptation measures on a regional level should be worked out conjointly within the next years. Based on the previous workshops evaluated below more workshops integrating touristic focal points and specific views will take place. Tourism at the German Baltic coast is one of the main industries (Schumacher & Stybel 2009). To develop adaptation strategies and measures jointly with coastal tourism stakeholders is crucial to keep the sector able to cope with climate change impacts stabilizing and strengthening it.

### 2 Previous Workshops

#### 1<sup>st</sup> Workshop in October 2009

On 6<sup>th</sup> of October a first workshop took place named „Baltic tourism in times of climate change – consequences and adaptation strategies“. It was embedded in the two-day conference „Coastal management & climate change: status quo“ in Rostock-Warnemünde. In preparation for the first stakeholder workshop, interviews with key stakeholders were conducted, to on the one hand analyze the structure of the coastal tourism (key player, main documents) and on the other hand to get some information, if there already exist a perception of climate change or of cc adaptation. Furthermore the survey showed which communication channels could be used to inject adaptation into the sector. Scientific lectures as well as best-practice examples (e. g. motto-tour, public bike rental system, debris of sea grasses & algae) based on risks and chances of regional climate impacts were presented as state of the knowledge as well as the initial conclusions for German coastal tourism. The final discussion with the stakeholders showed an existing perception of climate change although the difference between mitigation and adaptation is not yet clear. Additional stakeholder questions and uncertainties plus key aspects of contents for further workshops could get clarified. All in all, the stakeholders are interested in further information about concrete regional climate impacts and in how they can adapt. The workshop contributed to the exchange of information and the buildup of a network.

#### 2<sup>nd</sup> Workshop in March 2010

On the 24<sup>th</sup> of March a second workshop “Tourism and beach management” took place within the Radost Annual Conference in Schwerin. EUCC-D is a partner in the national project on climate change adaptation Radost and responsible for the focus topic tourism. So in the first workshop identified topics regarding potential regional climate change adaptation strategies relevant for the coastal tourism were presented by practitioners using short lectures. Afterwards the current developments of sustainable mobility with bikes and ebikes

as well as the possibilities of beach concepts on a municipality level like how to handle and how to dispose the debris of sea grasses & algae were discussed extensively and quite controversially.

List of participants for the workshops in October 2009 and in March 2010:

- Ministry of the Economy, Labour and Tourism Mecklenburg-Western Pomerania
- State Office for agriculture, environment and rural areas
- Regional Planning Association "Mittleres Mecklenburg"
- Municipalities of Kiel, Lübeck, Klützer Winkel and Göhren
- Chamber of Industry and Commerce Rostock
- Tourism Association Mecklenburg-Western Pomerania
- Tourism Association Island of Rügen
- Bäderverband Mecklenburg-Western Pomerania (Association of coastal towns)
- Tourist Centre Rostock & Warnemünde
- Spa administrations
- Bioenergy region Rügen
- Federal Environment Agency
- diverse universities

### **3 Strengths and deficits**

The tourism sector is quite interested and even uses climate change as a marketing instrument, but cooperates moderate. The motivation for supporting the process of developing concrete adaptation measures would probably be higher, if own assets would be at stake (Schumacher et al. 2010). So far damages due to climate change impacts contained compared to other coastal regions. So the EUCC-D has to be permanent active to develop a useful network using the most optimal way to stay in contact with the stakeholders. To invite them to workshops via existing connections and in written letters (not only via phone or email) came out to be more successful for instance. Additional ways in contacting the stakeholders, such as through newspaper advertisements or personal recruitment, are thinkable. To confront the stakeholders before the workshop with questions for discussion could be a method to engage more participants and so to encourage the workshop itself.

A further crucial fact is that the tourism sector plans short term, basically in time frames of maximal 10 years. This correlates with the long term planning of climate change adaptation. Fortunately the follow-up of the tourism concept of Mecklenburg-Western Pomerania published in June 2010 entered climate adaptation as a new guideline (MfWAT MV 2010). Now the work process with the stakeholders can be linked to a decision-making process and further coastal federal states like Schleswig-Holstein are in charge to follow this example.

It is a fact that the most important issue within the sector is profitable revenue within the day-to-day business. So climate change adaptation has to lead in the development of new service offers invigorating the attractiveness of the destination.

Table 1: Lessons learned from the previous workshops

### Lessons learned

Organization	<ul style="list-style-type: none"> <li>• the place of the event should be reachable for the stakeholders from both federal states Schleswig-Holstein and Mecklenburg-Western Pomerania</li> <li>• a nice supporting program could be quite useful for this sophisticated group of stakeholders</li> <li>• the time management of the lecturers should be in time</li> <li>• the time frame for the discussion should be planned amply</li> <li>• take care of the arrangement of the tables in the seminar room, stakeholders should be able to look at each other during the discussion e.g.</li> </ul>
Workshop	<ul style="list-style-type: none"> <li>• a clear purpose of the workshop must be pointed out as tourism stakeholders are quit busy with their daily business (what is the big benefit for the stakeholders?, what are the next steps, where will the adaptation process end up?)</li> <li>• to clarify the meaning of mitigation and adaptation is essential as it is not yet clear for the stakeholders</li> <li>• terms like “climate change” and “adaptation” should not be overstrained, redrafts like “tourism faces future challenges”..help to keep the stakeholders interested</li> </ul>
Postprocessing	<ul style="list-style-type: none"> <li>• the minutes of the workshop plus information about results and further proceeding should be communicated to the stakeholders</li> <li>• evaluation of the workshop</li> </ul>

## 4 Further Networking

In the Networking process it is important to ensure that the stakeholders are able to give and get adequate inputs throughout the process and to get and give feedback (Aaltonen & Kreutz 2009) staying permantly in contact with the target group. Therefore two additional stakeholder workshops are planned this year leaning on the before discussed issues. On 22th September a symposium for beach management in Schönberg will take place hosted by a local network “climate alliance of the Kiel bight”. On the 1<sup>st</sup> December a workshop about municipal coastal protection and beach management for Baltic resorts in Timmendorf will take place. It will be organized by the tourism association Schleswig-Holstein together with the office for agriculture and environment Mecklenburg-Western Pomerania as the event will hopefully get more attention if a tourism association invites (instead of a NGO). Both workshops offer an enlarged space for discussion and issues beforehand identified by local stakeholders to be crucial for them. This will make the process certainly successful and will motivate the stakeholders to participate on further workshops identifying and developing concrete adaptation measures. For the implementation of developed measures on a further step responsibilities within the sector have to be appointed.

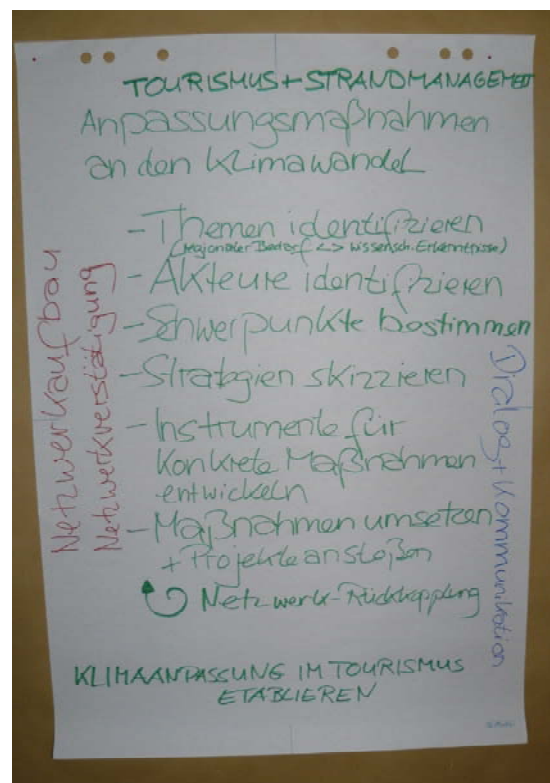


figure 1: schedule for further networking to establish climate adaptation in the coastal tourism sector

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